

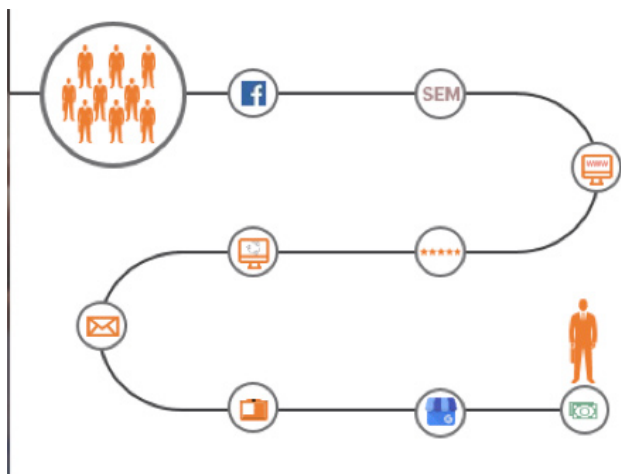
The Surefire Local Marketing Cloud For Local Business

The Surefire Local Marketing Cloud allows business owners and their marketers to control, manage and optimize the most essential elements of their digital marketing -- all with a single, secure login.

Overview

Constant growth through new and repeat customers is key to the success of business owners. To grow, the most successful business owners create a great brand, develop a good reputation, and execute a successful hyper-local marketing strategy.

Whether searching for home improvement ideas or deciding where to go for a special dinner, consumers today turn to their smartphones. They search for businesses based on location, then read reviews and check maps to help them make a decision. The online journey for a customer touches many areas.

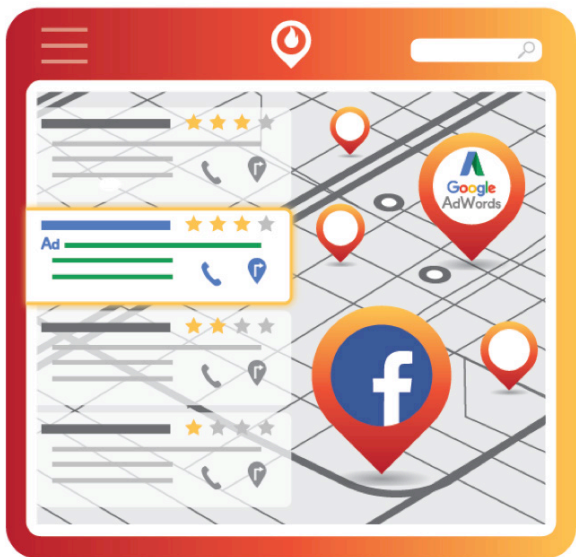


5 Key Ways to Reach Local Customers Online

- 1. Show up in search for your location.** Claim and list your business and expand your presence in search engines, maps, business listings and directories.
- 2. Show up for relevant keywords.** Consumers conduct several searches using keywords and visit multiple websites before choosing a business. Actively publish photos and specials, and include relevant keywords on your blog and social websites. Update your business listings regularly to increase your visibility.
- 3. Share your reputation.** Inspire confidence in potential customers by featuring the happy experiences of past customers. Get more reviews from customers. Respond and publish reviews to Google, Facebook and other top review websites.
- 4. Respond to customers quickly.** When customers call or ask for a quote, be able to get immediate notifications and respond in a timely manner.
- 5. Show up in “near me” searches with ads.** Use the power of AdWords PPC ads to target users in desktop, tablet and/or mobile search results when they search for a business “near me.” Use ad targeting tools to target your local area and relevant keywords specific to your business (e.g. roofing contractor, plumber, handyman, etc.).

Get Found With the Surefire Local Marketing Cloud

Create, manage and control your digital marketing strategy with a single, secure login. With the Surefire Local Marketing Cloud, you'll enjoy all these benefits and more.



- **Your business shows up in more places.** Increase your business listings across 70+ directories, make changes instantly, and publish.
- **Publish content to let customers find you with keywords.** Digital Content Manager enables you to create, approve and manage all social media, and publish new website content and offers.
- **Increase your reputation scores.** Get more reviews from customers with the reputation management tool, where you can monitor and respond to reviews.
- **Be top-of-mind for new customers.** Get in front of new customers quickly with automatic advertising campaigns via Google AdWords, Bing and Facebook.
- **Never miss a lead.** Respond using your mobile phone via the iOS and Android Mobile App.
- **Exceed expectations.** Keep customers engaged with automated customized email campaigns

Get more repeat customers. Communicate with your existing customers using the Surefire Local contact manager. Engage them with creative messages, newsletters and attractive marketing campaigns.



All Your Digital Marketing Results in One Place

Collecting and analyzing data from multiple places is a challenge for busy business owners. The Surefire Local Marketing Cloud solves this challenge because you can see all your marketing data within one dashboard.

Business owners, it's time to get perspective on how your marketing is really working.